

**ORDER**

KSNV

**Orders**

Order / Rev: 104857  
 Alt Order #: 06837373  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 60S  
 Flight Dates: 07/30/12 - 08/06/12  
 Original Date / Rev: 07/27/12 / 08/03/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Shorr Johnson Magnus  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Berkley, Shelley for Senate - Revised  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	17	\$23,400.00	\$19,890.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	17	\$23,400.00	\$19,890.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$23,400.00</b>	<b>\$19,890.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	27%	\$23,400.00
Market	100%	\$86,666.67

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$26,000.00
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	15%	\$13,000.00
KTUD	0%	\$0.00
KVVU	25%	\$21,666.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	1:00	5	\$800.00	1	0.00	NM	5	\$4,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	MTWTF--		5		\$800.00		0.00					

Order / Rev: 104857  
 Alt Order #: 06837373  
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 60S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	5	\$800.00	1	0.00	NM	5	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTWTF--	5		\$800.00		0.00							
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$800.00		0.00							
E 3	KSNV	07/30/12	08/03/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	M---F--	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	M---F--	2		\$1,400.00		0.00							
E 4	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,400.00		0.00							
E 5	KSNV	08/06/12	08/06/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,400.00		0.00							
E 6	KSNV	07/30/12	08/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTW----	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTW----	2		\$1,400.00		0.00							
E 7	KSNV	07/30/12	08/03/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTW----	1:00	3	\$2,200.00	1	0.00	NM	3	\$6,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTW----	3		\$2,200.00		0.00							
E 8	KSNV	08/06/12	08/06/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$2,200.00		0.00							
N 10	KSNV	08/06/12	08/06/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,400.00		0.00							
													Totals	17	\$23,400.00